

REPLACEMENT ABSTRACT

An arrangement (100) for distributing a content item, comprising including a content provider (116) arranged for embedding extra information in a video portion of the content item and for making the content item with said embedded extra information available for reception by a rendering device (110), which comprises receiving means (111) for receiving The rendering device has a receiver which receives the content item, decoding means (112) for decoding a decoder which decodes the extra information from the video portion, embedding means (113) for embedding an embedder which embeds the extra information in an audio signal (120), and rendering means (114) for rendering a renderer which renders the audio signal (120).

Fig. 1